



In the name of Allah, Most Gracious, Most Merciful

VRIC Advertisement Policy

Valley Ranch Islamic Center (VRIC)



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Publication Date: Jun 26, 2025

VRIC Electronic and Standing Banner Advertising Policy

Purpose: The purpose of this policy is to provide guidelines for businesses and individuals with an opportunity to advertise their products and services to the congregation and community, while supporting the financial goals of the Valley Ranch Islamic Center (VRIC). All advertising must align with VRIC's mission, values, and standards.

Eligibility:

Who Can Advertise: Both businesses and individuals are eligible to apply for advertising space, provided their products, services, or messages do not conflict with VRIC's values and mission.

Advertising Content:

Approval Process: All advertisements must be submitted for approval to the VRIC's Advertising Committee (Ads Committee). Advertisements should reflect VRIC's values and be suitable for a family-friendly audience. The Advertising Committee will review submissions within ten business days of receipt. Applicants will be notified of the committee's decision via email. Approved ads will be scheduled for display according to the agreed timeline.

Prohibited Content: Ads must comply with VRIC's values and mission and any content deemed inappropriate or offensive by VRIC are prohibited.

Language and Imagery: Advertisements must use appropriate language and should not contain any offensive imagery or language.

Right to Refuse: VRIC has the right to refuse service to anyone.



Ad Placement and Duration:

Electronic Display:

Platforms: Ads will be placed only on designated electronic display boards within VRIC premises. These boards are clearly marked as advertisement boards.

Ad Size and Format: Specific requirements for ad size and format will be provided upon application. Electronic ads should adhere to the specified digital format and size. Ads that do not fit the requirements might be rejected.

Duration: Ads can be displayed for a minimum of one week and a maximum of six months, with options for renewal subject to review and approval based on performance and adherence to policy.

Standing Banner:

Platforms: Standing banners will be placed in the rotunda of the VRIC Main campus in a position that doesn't interfere with normal operations and decor.

Ad Size and Format: Standard standing banner sizes will be allowed up until a maximum of 2.8' wide and 6.8' tall

Duration: Ads can be displayed for a minimum of one week and a maximum of six months(3 weeks for standing banners), with options for renewal subject to review and approval based on performance and adherence to policy.

Fees and Payments:

Rate Structure: Advertising rates will vary based on the size, duration, and location of the ad. See sample pricing below for electronic ads.

VRIC Members Discount: Businesses owned by VRIC members may receive a discount of 20% on all rates. This discount may not be combined with any other discount.



Non-Profit Discount: Non-profit organizations with a 501(C3) status may be eligible for one week free. This discount may not be combined with any other discount.

Payment Terms: Payment must be made in full prior to the advertisement being displayed. Long-term contracts may offer payment plans.

Refunds: Refunds will not be issued once an advertisement has been displayed, except in cases where VRIC removes the ad due to policy violations.

Pricing for Electronic Display Ads

The pricing for electronic display ads is based on the duration of the advertisement and the location of the electronic display within the VRIC premises.

Standard Rates: Duration	Price (USD)
1 Week	\$75
1 Month	\$250
3 Months	\$700
6 Months	\$1300

Timings for Display for Electronic Advertisement

The amount of screen time an advertisement receives depends upon the number of other advertisements. All advertisements will be displayed for an equal amount of time. The minimum amount of time an advertisement will be displayed is for 20 seconds every 5 minutes.



Pricing for Standing Banner Ads

The pricing for standing banner ads is based on the duration of the advertisement within VRIC premises.

Standard Rates: Duration	(VRIC Main) Price (USD)	VRIC North Price - USD
1 Week	\$150	\$75
2 Weeks	\$300	\$150
3 Weeks	\$450	\$225

Display Limitations for Standing Banners

A maximum of three (non VRIC) advertising standing banners can be on display in the rotunda at the Main campus at any given time and two at North campus. Final placement will be at the discretion of the VRIC Board of Directors.

Compliance and Termination:

Monitoring: VRIC reserves the right to monitor all displayed advertisements for compliance with this policy.

Violations: Any advertisement found to violate this policy will be removed immediately. The advertiser will be notified of the violation and given an opportunity to correct it. Repeated violations may result in termination of the advertising agreement without refund.

Termination Rights: VRIC reserves the right to terminate any advertising agreement at its discretion. In such cases, a prorated refund may be provided.



Maintenance and Responsibilities:

Ad Maintenance: VRIC is responsible for ensuring electronic ads and standing banner ads are displayed as agreed.

Damages: VRIC is not responsible for advertisements not being displayed or damages due to weather, vandalism, or other unforeseen circumstances. In case damage renders the standing banner unusable, the advertiser will supply a new banner if they want to continue with their agreed term. If the advertiser is unable to, then a prorated refund may be provided.

Contact Information:

For questions or more information about the advertising program, please contact:

E-mail: ads@vric.org

Phone: (214) 496-9000

Address: 351 Ranchview Dr, Irving, TX 75063

Policy Review:

This policy will be reviewed at least annually by the Advertising Committee to ensure its relevance and effectiveness. Any changes to the policy will be communicated to all current and prospective advertisers.

Acceptance:

By participating in the VRIC's advertising program, businesses and individuals agree to comply with this policy and any other applicable VRIC guidelines.